



## MEMORANDUM

**TO:** ITC Board of Directors

**DATE:** March 2, 2004

**FROM:** Hon. Jose "Pepe" Diaz,  
Miami-Dade County Commission,  
ITC Chair,  
J.A. Ojeda, Jr., Executive Director

**SUBJECT:** 04'-05' Priorities for the ITC as  
established at the ITC Board Retreat  
on February 21, 2004

We are pleased to report on ITC priorities for the 2004-2005 fiscal year, as voted on by ITC Board members who attended the Retreat on February 21, 2004. There was quorum present, and participating Board members would agree that sharing our ideas was a very productive and energizing exercise. Over the past few days staff has worked on compiling your priorities. Please be aware that we encountered certain complexities in the voting process. For example, some Board members voted on one priority alone, while others ranked numerous priorities. Also, some Board members grouped individual activities and then prioritized them collectively. Nonetheless, clear patterns did emerge and staff was able to develop a list of ITC general priorities and specific activities that would help us in finalizing our 04'-05' Budget submission.

The following list of priorities represents the vote of Board members at the February 21 Retreat:

### **GENERAL PRIORITIES:**

- I. "Outreach"** - Defined as: Develop awareness, educate, and provide information to the community at large of ITC's central role, programs, events and activities.
- II. "Missions"** - Defined as: Promote Miami-Dade's role in two-way international trade and trade through the Port of Miami and Miami International Airport.
- III. "Research & Development"** - Defined as: Maintain and expand information that supports and promotes trade development and assists in achieving priorities I and II.

### **SPECIFIC ACTIVITY PRIORITIES:**

#### **I. Outreach:**

- A. Website/ Calendar of Events
- B. Advertising ITC's Programs and Activities
- C. Statistical Guide
- D. Sponsorship of Trade Functions/ Events
- E. Conduct Workshops/ Seminars and the like

#### **II. Missions:**

- A. Support Incoming 3rd-Party Missions
- B. Support ITC-Led Incoming Missions
- C. Airport Missions/ Briefings
- D. Missions to other North America Cities
- E. Support Outgoing 3rd-Party Missions
- F. ITC-Led Outgoing Missions
- G. Trade Shows

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### **III. Research & Development:**

- A. Maintain Trade Database
- B. Identify Trade Opportunities
- C. Gather Statistical Data on Trade and its impact on Miami-Dade's economy

Additionally, we asked for direction on what other programs the ITC should develop if additional funding were available. The Board almost unanimously agreed to focus any additional funding on making the ITC the "Umbrella organization for international trade" and on becoming the "go-to" place for two-way trade.

We want to thank the Board for its continued participation and support. We also encourage each of you to contact our office and continue to work with us as we develop and implement these priorities in the next fiscal year.

JAO/jn